MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022 / 2023 SESSION

DDM5014 – INTRODUCTION TO DIGITAL MARKETING AND ANALYTICS

(All Groups)

10th JULY 2023
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 6 pages with 2 sections.
2. Attempt **ALL** questions in Section A and Section B. The distribution of the marks for each question is given.
3. Please write all your answers for Section A on the OMR form provided and all answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (20 Marks)

1. Audiences often comment, share and exchange information about a product or company through digital platforms such as social media networks and blogs. This type of conversation is known as _____.
   A. ICYMI
   B. eWOM
   C. community engagement
   D. social service

2. Domain name disputes can arise when an individual or a company has registered a domain name that another company claims they have the right to. This is sometimes referred to as _____.
   A. cyberbully
   B. hacking
   C. cybersquatting
   D. discrimination

3. Which of the following are the three core elements of smart products?
   A. Smart sensing, artificial intelligence, and software components.
   B. Hardware components, USB ports, and bandwidth.
   C. Mobility, design and user interface.
   D. Physical components, smart components, and connectivity.

4. Evaluating customer retention, loyalty, and lifetime value are examples of _____ level of internal audit in digital marketing.
   A. digital marketing effectiveness
   B. marketing effectiveness
   C. business effectiveness
   D. website effectiveness

5. _____ are fictional profiles that represent a particular target audience.
   A. Repeat visits
   B. Consumer personas
   C. Time slots
   D. Earned media

6. | "A high-level statement of how digital marketing will contribute to the company" *Statement 1* |
   |---|

   Statement 1 refers to the need for defining a _____ within an organisation's digital marketing strategy.
   A. goal
   B. metric
   C. mission
   D. vision

Continued...

7. _____ refers to a desirable attribute of a product offering that is not currently matched by competitor offerings.
   A. Segmentation
   B. Differential advantage
   C. Revenue model
   D. Product strategy

8. Forward auctions, reverse auctions, offer, and bid are examples of _____.
   A. alternative pricing structures
   B. downward pricing policies
   C. innovative pricing approaches
   D. bundling pricing strategies

9. When a company actively invests in the creation of a new intermediary that it owns and positions the intermediary separately from its owners, it is most likely involved in establishing a _____.
   A. disintermediation
   B. double intermediation
   C. reintermediation
   D. countermediation

10. | A customer service officer calls to share about a new product package
Statement 2 |
    |---|

    Which of the following communication strategies does Statement 2 represent?
   A. Inbound customer-support enquiries
   B. Outbound contact strategy
   C. Inbound sales-related enquiries
   D. Outbound complaint conversations

11. _____ comprise the distinctive names, symbols, and images of a company's products and services.
   A. Brand assets
   B. Brand values
   C. Brand personalities
   D. Bran domains

12. Which of the following does **NOT** belong to the service elements category?
   A. Process.
   B. People.
   C. Place.
   D. Physical evidence.

Continued...

13. All of the following refer to the "influence" type of challenges within an organisation's customer engagement process **EXCEPT** _____.
    A. likelihood to recommend
    B. brand affinity
    C. content forwarded to friends
    D. sentiment tracking

14. Sinar Harapan Sdn. Bhd. always ensures that their customer relationship management (CRM) system captures records of customers who have been targeted by campaigns and their responses to them. The records being captured refer to _____.
    A. transaction data
    B. communication interaction data
    C. personal data
    D. social media data

15. A(n) _____ occurs when a customer declines the offer to receive further information from an organisation.
    A. sign-out
    B. opt-in
    C. opt-out
    D. sign-in

16. Registration to view content or submit content to a community forum is an example of _____ for _____ customers.
    A. offline touchpoint, existing
    B. offline touchpoint, new
    C. online touchpoint, existing
    D. online touchpoint, new

17. Based on the online customer experience pyramid, success factors which include simple to use, customer fit, and platform performance aim to fulfil the _____.
    A. emotional needs
    B. rational needs
    C. user experience
    D. financial needs

18. Which of the following is the role of a content developer in a website development process?
    A. Analyse business needs and customer journey.
    B. Plan and coordinate the entire website development project.
    C. Oversee the site full-time.
    D. Write the copy for the website and convert to a suitable form.

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19. How can an organisation integrate localisation and cultural customisation in its website development?
    A. By allowing access using different browsers.
    B. By tailoring its website information for different languages.
    C. By providing recommendations to website visitors based on their characteristics and behaviours.
    D. By designing the information architecture.

20. Site style, site personality, and visual design are elements of _____.
    A. productivity
    B. simple mobile site
    C. site design
    D. screen-scrape

(Total: 20 marks)

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SECTION B: Structured Questions (80 Marks)

QUESTION 1

(a) Define macro environment. (1 mark)

(b) What are the **SEVEN (7)** key factors that digital marketers should consider in responding to the rapid changes in the technological forces of digital world? Explain. (14 marks)

(c) Apart from technological forces, identify another **FIVE (5)** digital macro environmental forces that businesses should look into. (5 marks)

(Total: 20 marks)

QUESTION 2

(a) Identify the **SEVEN (7)** types of key performance indicators (KPIs) that could be set by online merchants. (7 marks)

(b) Outline the **NINE (9)** questions that online retailers should consider in developing social media strategy. (9 marks)

(c) Give **FOUR (4)** examples of social media networks that online retailers could use. (4 marks)

(Total: 20 marks)

QUESTION 3

(a) Explain the **FOUR (4)** customer lifecycle strategy. Provide an example for each strategy. (12 marks)

(b) Discuss the **EIGHT (8)** benefits that businesses could enjoyed in using CRM to support customer engagement. (8 marks)

(Total: 20 marks)

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QUESTION 4

(a) As an online retail site owner, discuss **FIVE (5)** common approaches that can be adopted to maximise sales potential for each store visit. (10 marks)

(b) James would like to design a new website for his business. As a digital marketing consultant, you are required to advice James on what are the **EIGHT (8)** key considerations in developing a new website. (8 marks)

(c) Give **TWO (2)** examples of mobile applications that are commonly used in Malaysia. (2 marks)

(Total: 20 marks)

End of Paper